

**UNITED STATES BANKRUPTCY COURT
DISTRICT OF DELAWARE**

In re:

iMedia Brands, *et al.*,¹

Debtors.

Chapter 11

Case No. 23-10852 (KBO)

(Jointly Administered)

Ref. Docket No. 244

NOTICE OF CANCELLATION OF AUCTION

PLEASE TAKE NOTICE that the above-captioned debtors and debtors-in-possession (the “Debtors”) each filed a voluntary petition for relief under chapter 11 of title 11 of the United States Code, 11 U.S.C. §§ 101-1532 (the “Bankruptcy Code”), on June 28, 2023, in the United States Bankruptcy Court for the District of Delaware (the “Bankruptcy Court”).

PLEASE TAKE FURTHER NOTICE that on July 3, 2023, the Debtors filed the *Debtors’ Motion Pursuant to Sections 105, 363, and 365 of the Bankruptcy Code for Entry of an Order (I) Authorizing the Sale of Substantially All of the Debtors’ Assets Free and Clear of All Encumbrances Other Than Assumed Liabilities; (II) Approving the Debtors’ Entry Into the Asset Purchase Agreement; (III) Authorizing Assumption and Assignment of Certain Executory Contracts and Unexpired Leases; and (IV) Granting Related Relief* [Docket No. 93] (the “Sale Motion”) with the Bankruptcy Court, (i) seeking authorization for the Debtors to sell substantially all of the their assets free and clear of all encumbrances other than assumed liabilities, (ii) approving the Debtors’ entry into an asset and equity purchase agreement, (iii) authorizing assumption and assignment of certain executory contracts and unexpired leases, and (iv) granting related relief.

PLEASE TAKE FURTHER NOTICE that on July 24, 2023, the Debtors filed a *Notice of Auction for All or Substantially All Debtors’ Assets in Furtherance of Sale Motion* [Docket No. 244] (the “Auction Notice”). Pursuant to the Auction Notice, the Debtors gave notice of their intent to conduct an auction on July 28, 2023 at 9:00 a.m. (the “Auction”) in furtherance of the Sale Motion.

PLEASE TAKE FURTHER NOTICE THAT THE AUCTION IS CANCELED.

PLEASE TAKE FURTHER NOTICE THAT an auction in furtherance of the Sale Motion may be scheduled at a later date upon approval of the Bankruptcy Court. Additional

¹ The Debtors in these chapter 11 cases, along with the last four digits of each Debtor’s federal tax identification number are: ValueVision Media Acquisitions, Inc. (8670); iMedia Brands, Inc. (3770); ValueVision Interactive, Inc. (8730); Portal Acquisition Company (3403); VVI Fulfillment Center, Inc. (5552); ValueVision Retail Inc. (2155); JWH Acquisition Company (3109); PW Acquisition Company, LLC (0154); EP Properties, LLC (3951); FL Acquisition Company (3026); Norwell Television, LLC (6011); and 867 Grand Avenue, LLC (2642). The Debtors’ service address is 6740 Shady Oak Road, Eden Prairie, MN 55344-3433.

information regarding the proposed sale and any potential auction will be filed with the Bankruptcy Court.

Dated: July 27, 2023
Wilmington, Delaware

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